Emerging Metrics: Citizen Engagement
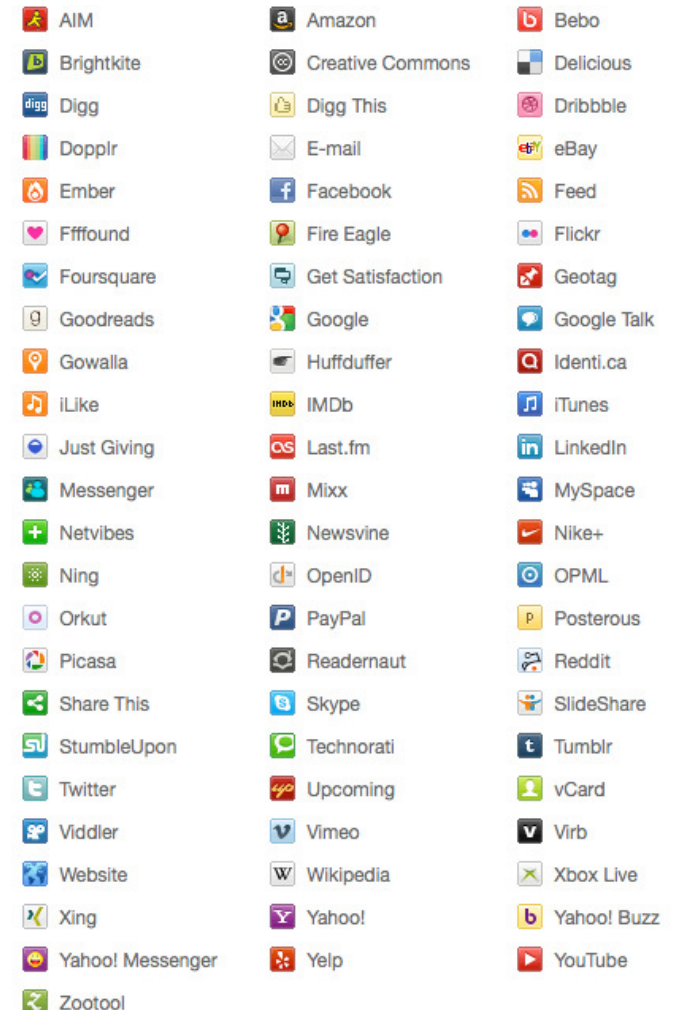
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Bureau of International Information Programs

Engaging the World

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Citizen Engagement Metrics

- ## How are we engaging with citizens?
  - Websites
  - Blogs
  - Content distribution/sharing
  - External social networks
  - Branded social networks
  - Wikis
  - Forums

AIM	Amazon	Bebo
Brightkite	Creative Commons	Delicious
Digg	Digg This	Dribbble
Dopplr	E-mail	eBay
Ember	Facebook	Feed
Ffffound	Fire Eagle	Flickr
Foursquare	Get Satisfaction	Geotag
Goodreads	Google	Google Talk
Gowalla	Huffduffer	Identi.ca
iLike	IMDb	iTunes
Just Giving	Last.fm	LinkedIn
Messenger	Mixx	MySpace
Netvibes	Newsvine	Nike+
Ning	OpenID	OPML
Orkut	PayPal	Posterous
Picasa	Readernaut	Reddit
Share This	Skype	SlideShare
StumbleUpon	Technorati	Tumblr
Twitter	Upcoming	vCard
Viddler	Vimeo	Virb
Website	Wikipedia	Xbox Live
Xing	Yahoo!	Yahoo! Buzz
Yahoo! Messenger	Yelp	YouTube
Zootool		

Citizen Engagement Metrics

- Do the engagements align with your business goals?

- Do you have performance measures in place?

- Have you developed standardized measures?

- Have you aligned standardized measurement framework with your organization?
  - Internal Roles
  - Processes
  - Policies
  - Stakeholder

Citizen Engagement Metrics

- **Experience:** Revisit traditional measurements for Public Relations/Customer Relations

- **Learning:** Research social media measurement tools and vendors

- **Requirements:** Define requirements for your measurement tools and then select products

- **Commitment:** Develop your measurement program to meet your program goals

- **Action:** Put your measurement program in action and measure your efforts

America.gov

- America.gov's measurement framework is based on three key objectives:
  - Reach
  - Engagement
  - Credibility

Reach

- Email Updates
- RSS Feeds
- Widgets
- Social Bookmarking Tools
- Page tools

- Newsletter
- Features
- Video
- Podcasts
- Photo Gallery
- Mobile

Reach: Social Networks

- Facebook
- Twitter
- YouTube
- Flickr

Emerging Metrics: Citizen Engagement

Engagement:

- Website
- Blogs
- Commenting
- Contests
- Social Networks

BUREAU OF INTERNATIONAL INFORMATION PROGRAMS

Emerging Metrics: Citizen Engagement

Credibility:

- Dialogue
- Promote Advocacy
- Community
- Partners

America.gov Web Report

Campaign	America.gov: All
Dates	March 2010
Theme(s)	
Campaign Duration	
Campaign Periods by	
Key Phrases	Aggregate Report
Primary Audience	
Secondary Audience	

Reach	Measure	Actual		Score	
Total Visits	Visit	1,634,745		1.43	

Engagement	Measure	Actual		Score	
Visit Depth (Page Views + Events + Downloads) / Visits	Calculated	2.0		-1.56	
Average Visit Duration	Minutes	4:50		-0.65	

Credibility/Legitimacy	Measure	Actual		Score	
International Visits (%)	Visit	68%		-0.71	

Reach (Potential)	Measure	Actual	
Media Placement	When Applicable		
Google Ad Impressions	Impressions	597,508,823	

| Quantitative Feedback			
Views	Views	3,260,857	
Page Views	Views	2,397,178	
Events (ie: Video, Polls, Calendars)	Events	863,679	
Video Views	Events	226,325	
Downloads (PDFs, MP3s)	Downloads	23,058	
Events per Page View (Events / Page Views)	Events	0.4	
Google Ads Click Rate (Clicks / Impressions)	%	0.11%	
Search Engine Rankings		See languages/packages	

Reach		Engagement	Credibility
Views	Visits	Avg. Visit Duration	International Visits
39,546,723	**8,893,430**	**6:41**	**76%**
3,260,857	1,634,745	4:50	68%
2,071,938	1,120,710	4:31	65%
279,539	114,353	5:19	79%
164,140	62,579	5:14	75%
127,706	58,796	6:33	83%
110,481	41,883	6:32	84%
170,346	48,270	3:32	92%
249,784	124,057	5:43	85%
36,285,866	7,258,685	8:18	68%
2,147,316	582,836	8:58	61%
9,002,628	1,708,210	9:39	71%
9,349,365	1,906,317	7:30	79%
3,074,866	798,233	8:02	72%
2,591,053	653,650	7:08	61%
10,120,638	1,609,439	8:34	63%

America.gov Channel Report

- eJournal USA Facebook: 114,891 fans

- Democracy Video Challenge Facebook: 35,325 fans

- Global Conversations: Climate Facebook: 24,876 fans

- America.gov Twitter: 5,102 followers

- America.gov Flickr: 197,264 total photo views

- America.gov YouTube: 307,703 total video views

America.gov Channel Report
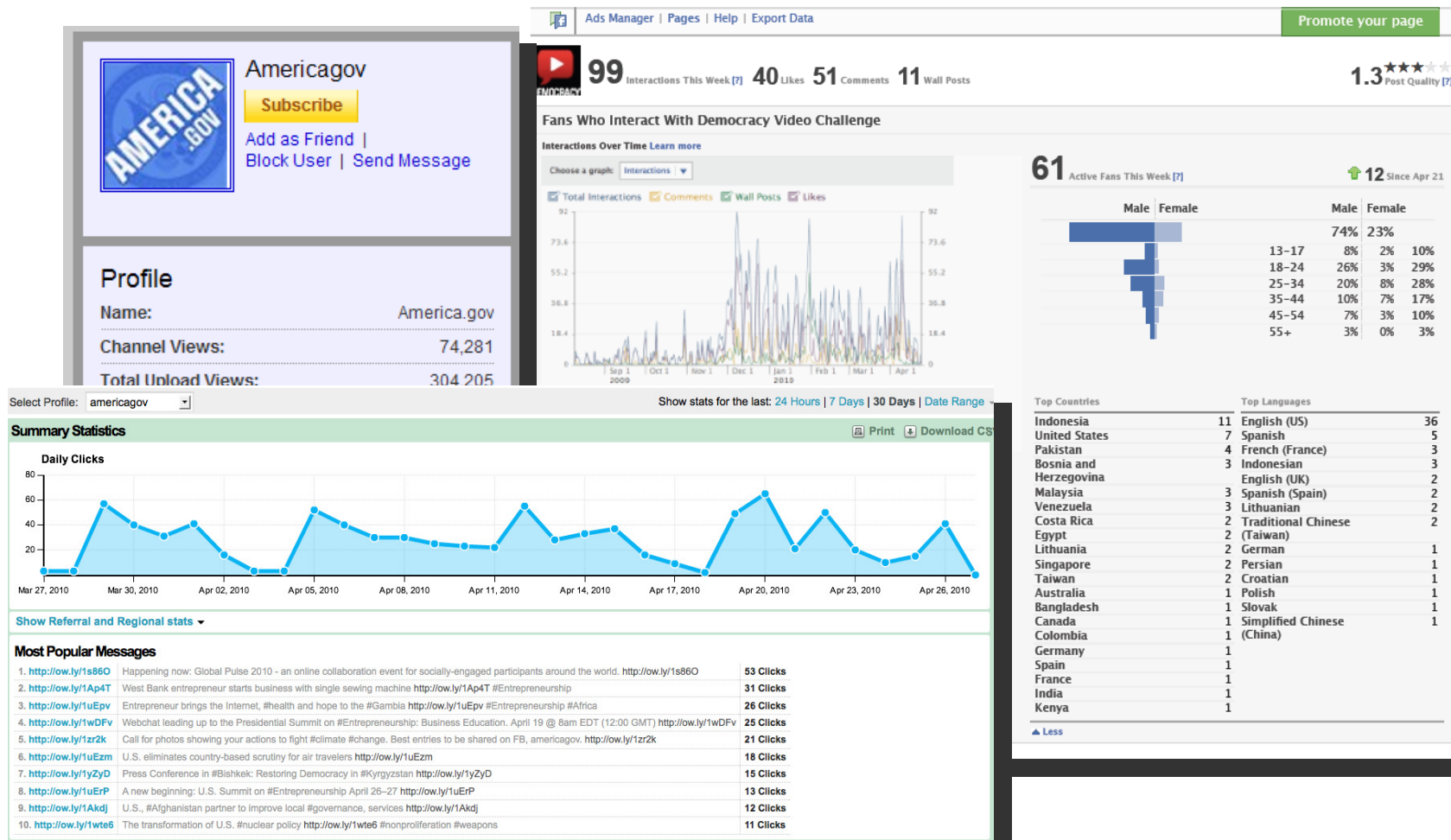
Next Steps

- Develop a measurement framework

- Be pragmatic in your approach to develop metrics program – must be tied to goals

- Current social media measures and metrics fail to deliver actionable insights

- Technologies exist for data collections, but there is no single tool to adequately measure and provide insight to citizen engagement